

# memo:

**TO :** Natalie Ellis  
Philip Morris

**DATE :** February 18, 1993

**FROM :** Bette Levine

**CC :** K. Eisen

**SUBJECT :** Philadelphia Focus Group Summary  
Adventure Team/Miles

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Last week we conducted four focus groups in Philadelphia to explore consumer awareness of and impression about the Adventure Team/Miles promotion.

- 3 groups were conducted among adult male Marlboro smokers (2 groups ages 21-24; 1 group ages 25-34)
- 1 group was among adult male Competitive smokers, ages 25-34

The following summarizes Key Findings.

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